



# final report

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## MSA EEQ Awards Written Case Studies

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## Executive summary

The Meat Standards Australia (MSA) Excellence in Eating Quality awards were held throughout Australia in September and October 2019. The Awards were presented to producers who have achieved outstanding compliance rates to MSA specifications, as well as high eating quality performance, as represented by MSA Index results for MSA graded cattle during the 2017-18 and 2018-19 financial years.

Cox Inall Communications (Cox Inall) was engaged to produce a range of media including case studies of winners, media releases and speaker profiles to encourage beef producers to attend the events, and then to publicise the award winners and how they achieved outstanding rates of compliance to MSA specifications and high eating quality performance.

The case studies highlighted the on-farm management practices of award-winning MSA producers, and how they utilised tools including feedback provided by myMSA to inform decisions and ultimately improve compliance.

Deliverables produced by Cox Inall comprised:

1. Producing 23 case studies on the winning producers:
  - Interview producers, draft studies, manage approvals and distribute case studies
2. Producing 6 media releases announcing the Award winners for each State:
  - Draft, manage approvals and distribute media releases
3. Producing preview stories on producer speakers leading up to awards:
  - Draft, manage approvals and distribute finalised media

All deliverables were delivered ahead of deadlines relevant to each event/milestone.

The result of this project was widespread media coverage of the Awards throughout Australia in all mediums – online, print and radio – and an online resource on the MLA website of all the producer case studies.

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## 1 Background

The Meat Standards Australia (MSA) Excellence in Eating Quality awards were held in Queensland, New South Wales, Victoria, Tasmania, South Australia and Western Australia throughout September and October 2019, in conjunction with the 'Consumer trends driving on-farm change' producer forums.

The Awards were presented to producers who have achieved outstanding compliance rates to MSA specifications, as well as high eating quality performance, as represented by MSA Index results for MSA graded cattle during the 2017-18 and 2018-19 financial years.

Cox Inall Communications (Cox Inall) was engaged to produce a range of media including case studies of winners, media releases and speaker profiles. The aim was to encourage beef producers to attend the Awards and Forums, and then to publicise the award winners and how they achieved outstanding rates of compliance to MSA specifications and high eating quality performance.

The case studies highlighted the on-farm management practices of award-winning MSA producers, and how they utilised tools including feedback provided by myMSA to inform decisions and ultimately produce beef that consistently achieves exceptional compliance rates to MSA's strict specifications and delivers a superior eating experience to consumers.

The overarching aim was not only to acknowledge the work of MSA accredited producers in targeting MSA compliance, but to inform other producers about the MSA program and its benefits, and also provide tips and tools for improving and achieving compliance.

## 2 Project objectives

The objective of this project was for Cox Inall to produce a range of media deliverables for use in media outlets, and across MLA's various communications channels. Deliverables comprised the following:

- Producing 23 case studies on the winning producers:
  - Interview producers, draft studies, manage approvals and distribute case studies.
- Producing 6 media releases announcing the Award winners for each State:
  - Draft, manage approvals and distribute media releases with links embedded to the case studies and photos of producers.
- Producing 4 preview stories on producer speakers leading up to awards:
  - Draft, manage approvals and distribute finalised media releases.

### 3 Methodology

Cox Inall contacted all of the winning producers for each award category from each State and conducted interviews to produce in-depth case studies.

Media releases for each State announcing the Award winners were drafted, and distributed the morning after each event to Cox Inall's extensive agrimedia database of journalists.

Links to the case studies, producer photos and videos were embedded in the media releases, so recipients could easily download high-resolution photos, and click through to the case studies published on the MLA website.

The media releases and case studies were distributed on the following dates:

Date distributed	Media release/case study title
2 September	MSA producers among guest speakers at Biloela Forum
2 September	MSA producers among guest speakers at Wagga Wagga Forum
11 September	Queensland's top MSA producers announced
	Quality and consistency key for Kerwee Feedlot
	Production systems key to Brownleigh Pastoral's success
	Kaylene claims another MSA win
	Focus on eating quality key to success for Carrington Cotton
13 September	Top MSA producers in NSW South Wales announced
	Bective Station Feedlot wins MSA honours
	Early adopters of MSA reaping rewards at Merriwa
	MSA drives business decisions for Northern NSW producers
	Nutrition key to MSA progress at Bingara
18 September	Victoria's top MSA producers announced
	Jalna Feedlot claims another MSA win
	MSA Index a valuable tool for Rose Grange
	Low stress stock handling key to MSA win
	Feedback key to success for Corryong beef producers
20 September	Tasmania's top MSA producers announced
	Kays putting processor feedback to work
	Huon Valley producers win MSA honours
	Making the MSA grade on Flinders Island
24 September	Insights from MSA commercial users to feature at SA Forum
27 September	Insights from MSA commercial users to feature at WA Forum
2 October	South Australia's top MSA producers announced
	Animal welfare pivotal to MSA success for Iranda Feedlot
	Feedback data key to success for Tintinara producer
	Mallee beef producers claim MSA win
	Diversifying into MSA pays off for Kuruman Pastoral Company
4 October	Western Australia's top MSA producers announced
	WestBeef awarded for high MSA compliance
	MSA grading sees Walpole producers go from strength to strength
	MSA provides target market for winning WA producers
	MSA smooths the transition from dairy to beef for WA producers

## 4 Results

There was widespread media coverage of the Awards throughout rural and regional media throughout Australia in all mediums – online, print and radio. Examples of a selection of media coverage in each State are detailed below.

### 4.1.1 Queensland

<https://www.beefcentral.com/production/downs-producers-top-queenslands-msa-performance-awards/>

<https://www.beefcentral.com/production/leucaena-drives-another-msa-win-for-chinchilla-beef-producer-video/>

<https://www.beefcentral.com/production/production-systems-key-to-brownleigh-pastorals-msa-success-video/>

<https://www.queenslandcountrylife.com.au/story/6378804/queenslands-best-for-beef-eating-quality/>

### 4.1.2 New South Wales

<https://www.beefcentral.com/production/top-msa-producers-in-new-south-wales-announced/>

<https://www.theland.com.au/story/6394174/msa-no-hurdle-for-brahmans/>

<https://www.singletonargus.com.au/story/6383657/merriwas-campbell-family-top-msa-producer/>

### 4.1.3 Victoria

<https://www.beefcentral.com/production/victorias-top-msa-producers-announced/>

<https://www.weeklytimesnow.com.au/agribusiness/cattle/rose-grange-pastoral-company-at-little-river-triumphs-in-meat-standards-australia-awards/news-story/9e52fd85de5fea52813a9831e7c41a3b>

<https://www.farmonline.com.au/story/6389430/alternative-proteins-a-hot-topic-at-msa-victoria-awards/?cs=433>

### 4.1.4 Tasmania:

<https://www.beefcentral.com/news/tasmanias-top-msa-producers-announced/>

#### **4.1.5 South Australia**

<https://www.beefcentral.com/production/south-australias-top-msa-producers-announced/>

<https://www.stockjournal.com.au/story/6417524/sas-top-msa-beef-producers-recognised-photos/>

#### **4.1.6 Western Australia**

<https://www.beefcentral.com/production/western-australias-top-msa-producers-announced/>

<https://www.farmonline.com.au/story/6422082/msa-aids-transition-from-dairy-to-beef-for-wa-producers/>

<https://www.farmweekly.com.au/story/6430369/calm-herd-delivers-quality-eating-award/>

<https://www.farmweekly.com.au/story/6422082/msa-aids-transition-from-dairy-to-beef-for-wa-producers/>

<https://www.farmweekly.com.au/story/6438173/lambassador-attends-mla-forum-and-dinner/>